

### III. REMARKS

By this amendment, claim 13 has been amended and claims 1-12 and 25-55 have been canceled. As a result, claims 13-24 remain pending in this application. Applicants do not acquiesce in the correctness of the objections and rejections and reserve the right to pursue the full scope of the subject matter of the original claims in a subsequent patent application that claims priority to the instant application. Reconsideration in view of the following remarks is respectfully requested.

In the Final Office Action, the Office rejects claims 1-9, 11-21, 23-33, 35-47, and 49-55 under 35 U.S.C. § 103(a) as allegedly being unpatentable over U.S. Patent No. 5,848,396 (Gerace) in view of U.S. Patent No. 6,078,916 (Culliss). Since the combination, if proper, of Gerace and Culliss fails to teach or suggest each and every feature of the claimed invention as required by 35 U.S.C. § 103(a), Applicants respectfully request withdrawal of this rejection. For example, with respect to newly amended claim 13, Applicants submit that the cited references fail to teach or suggest, *inter alia*, that every data item identifies a marketed product and has marketing content for the marketed product for displaying on the web page. Furthermore, Applicants respectfully submit that the cited references also fail to teach or suggest storing said data items in one of a plurality of marketing page elements, every marketing page element being of a different type, according to a style of presentation employed and providing a framework for the data items. Accordingly, Applicants request that the rejection be withdrawn.

#### IV. CONCLUSION

Applicants submit that each of the pending claims is patentable for one or more additional unique features. To this extent, Applicants do not acquiesce to the Office's interpretation of the claimed subject matter or the references used in rejecting the claimed subject matter.

Additionally, Applicants do not acquiesce to the Office's combinations and modifications of the various references or the motives cited for such combinations and modifications. These features and the appropriateness of the Office's combinations and modifications have not been separately addressed herein for brevity. However, Applicants reserve the right to present such arguments in a later response should one be necessary.

In light of the above, Applicants respectfully submit that all claims are in condition for allowance. Should the Examiner require anything further to place the application in better condition for allowance, the Examiner is invited to contact Applicants' undersigned representative at the number listed below.

Respectfully submitted,

/Hunter E. Webb/

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